

Short Feature As A Program For Creative Industry in Bandung City For Social Media

Anggar Erdhina

¹Program Studi Desain Komunikasi Visual Universitas Telkom, Bandung, indonesia
anggarwarok@telkomuniversity.ac.id

Abstract This publication is a research about the phenomenon of creative industries development in Bandung city that growing quite rapidly, but no one has create it in the short feature programs, especially in social media. This content deliver the audience closer to a shorter and clearer story, yet remains informative and entertaining. During this time the production in the video content is rarely done, but still do not have a clear concept as a form of program especially for social media. Consumption on the internet and social media in particular should be used as a medium for information and entertainment, especially the development of creative industries. This study aims to find out how to package the creative industry as a short feature especially for social media. In addition, this research is also expected to promote the creative industry in the Bandung city because the spread of information through social media is easy and fast. This research is a qualitative research with case study approach. The focus of this research is specific to some creative industries in Bandung city in 2018. Audio visual which used as research material are some short feature programs of several international television works in social media. The results of this research show that the packaging of short feature is more informative and entertaining. In addition to its short duration, the information conveyed is more dense and clear. With the medium using social media then the information will be easily accessed whenever and wherever. Packaging information and entertainment in short feature can raise the creative industry in the Bandung city because of the shape and ease to access it. It is expected that short feature concept can be one of the solutions for the improvement of creative industries in Bandung city.

Keywords creative industries, short feature, social media

1. Introduction

It is said that today we have entered into the digital age. An era that requires all-digital needs in every line. One indication is the rapid growth of the era of social media. It is undeniable that almost everyone uses social media. The development of the social media era is one indicator of the development of the industrial revolution 4.0 era. A time of economic power that emphasizes digital phenomena. Referring to the opinion of Klaus Schwab, professor of economics from Germany who introduced the concept of economics 4.0, the industrial revolution 4.0 has fundamentally changed human life and work. The various lines in human life change so rapidly and drastically. One of the fastest growing in this era is the creative industry. This increase can be seen from the emergence of various kinds of new economic value opportunities from digital phenomena carried out by the creative industries. It is undeniable that Bandung is one of the cities in Indonesia that has the potential of a rapidly growing creative industry in Indonesia.

One of the rapidly increasing sub-sectors of the creative industry economy is film, animation and video. According to the Creative Economy Agency, this subsector has increased along with technology and the ease of accessing

it, both film, animation and video. Based on the 2016 economic census by Bekraf (Creative Economy Agency) in collaboration with BPS (Statistics Indonesia), the creative industry in the fields of film, animation and video has increased significantly. The growth of these 4 sub-sectors is increasing with promising figures which is up to 10% in 2015. It is very possible that the number will increase more rapidly, given the increasingly intensive needs. Besides this increase also resulted in various lines that support it to develop, including creators who produce creative content in the field. This can be seen from the many channels that provide that content.

The ease of channeling privately and institutionally has become easier. These various facilities include the emergence of various media and channels to accommodate them. One big channel (platform) that is almost accessed by everyone is youtube. Youtube is one of the space provider sites to share videos online. This site makes it easy for creators to provide their own channels and be responsible for the video content uploaded. That way each channel can be managed independently to reach the audience. Youtube today has become an inseparable part because it is part of social media.

In some developed countries, access and convenience on YouTube is used to the maximum so that was born channels and interesting content to be watched. Even this utilization

can generate profits, because profit sharing done by YouTube also accommodates the needs of channel and content providers. Channels and content in Indonesia have also begun to grow and develop rapidly. However, video content in Indonesia that presents light and entertaining information in short feature packaging has not yet been brought up to the maximum. If viewed from several large television industries, the content program industry has not been running optimally, especially for social media needs.

Short feature is a tanyangan of information and entertainment that is packaged with a short duration. Some international TV stations have expanded in this business, this is due to the changing platform that continues to grow. Some of them are CNN, BBC, National Geographic and others. But this potential is still not maximized, especially for the creative industries in the city of Bandung. The cultural richness and potential of the creative industries possessed by Indonesia should have the potential for diversity of interesting content from every point of view. One area that has this potential is Bandung.

But unfortunately the exploration of wealth has not yet been maximized in the short feature program on social media. This can be seen from the lack of this program which is packaged in an intense program on social media. Based on this phenomenon, it can be drawn a problem of the need for a short feature package that elevates the cultural wealth it has.

2. Methodology

This research is an interpretive qualitative research with a popular culture approach. According to Creswell qualitative research is methods for exploring and understanding the meaning of social or humanitarian phenomena (Creswell, 2010; 4) While approaches are a way of approaching and viewing their objects in a particular perspective. Referring to Rohrerberger and Woods, Jr. Approach is a way to approach objects as cultural works so as to reveal the structure of meaning (Kutha Ratna, 2010; 45). This approach is used to see the object of study as a phenomenon of popular culture..

3. Data and Analysis

The data used as material for analysis are from several sources of similar works used as studies to understand how the concepts and packaging are presented. The data presented is data that has been categorized and selected based on descriptive and elaborative needs in this study. The components of the study become the basis for determining understanding of a short feature program. This understanding will be developed into an understanding of studies to make the concept of thinking in packaging the creative industry in the form of short features, especially in the city of Bandung. The following are some works from

international TV stations that have expanded into the world of social media.

3.1 Features China's Rich Tradition of Embroidering




About the Program: this film also has several camera movements such as, arc, tilt, following, crab, track. But the camera movements that often appear in this documentary film are Pan movement, pan left and right movement. In this film uses voice over voice and voice from the source. In this film also uses English subtitles because the sound of this film uses the Chinese language itself.

Identitas Program:

A. Judul :	China's Rich Tradition of Embroidering
B. Durasi Film :	2 menit 43 detik
C. Aspek Rasio:	16:9 dengan resolusi 114p/1080p
D. Channel :	Great Big Story
E. Sutradara :	-
F. Editor:	-
G. Produser :	-

Tabel 1.1 Features China's Rich Tradition of Embroidering
Sumber: Youtube, 2018

Movement	Analisis
 <p>Gambar 1.1 Pola Dari Hasil Menyulam Kain Sumber: Screenshot film, 2018 Timecode: 00.04-00.07</p>	Pada objek benda dalam gambar ini terdapat kecenderungan pergerakan kamera yaitu pan left dan right dengan jarak pengambilan gambar close up untuk menunjuk detail dari kain bermotif khas dari china yang telah disulam ini adalah salah satu gambar yang mewakili sekitar 7 pergerakan pan dalam features ini. Namun ada juga beberapa adegan yang menunjukkan detail dari kain tersebut dengan pergerakan kamera yang statis/diam.
 <p>Gambar 1.2 Seorang Wanita sedang Bekerja Sumber: Screenshot film, 2018 Timecode:00.16-00.19</p>	Pada objek manusia dalam gambar ini terdapat kecenderungan pergerakan kamera tilt dari atas kebawah dengan jarak pengambilan gambar medium close up. Ini adalah salah satu gambar yang mewakilkan pergerakan tilting dari 5 pergerakan kamera tilting. Namun terdapat juga pergerakan kamera crabbing dan following pada objek manusia, tetapi tidak banyak.
 <p>Gambar 1.3 Kuil di China Sumber: Screenshot film, 2018 Timecode:00.31-00.33</p>	Pada objek tempat ini memperlihatkan kuil di china, pada adegan ini kecenderungan pergerakan kamera yang muncul adalah pergerakan arc. Dalam features ini terdapat 3 pergerakan arc yang dimana salah satunya terdapat pada adegan ini ketika menunjukkan kuil di china. Ada juga pergerakan kamera yang menunjukkan objek tempat pada film ini, yaitu pergerakan kamera crabbing.

Komposisi	Analisis
 <p>Gambar 1.4 Kumpulan Wanita Sedang Menyulam Sumber: Screenshot film, 2018 Timecode: 00.04-00.05</p>	<p>Pada gambar ini kecenderungan shot lebih menunjukkan detail dari hasil kain yang telah di sulam. Pada adegan ini tidak adanya pergerakan kamera. Proses pengambilan gambar pada saat menunjukkan detail kain, umumnya menggunakan jarak close up, serta sudut yang bermacam, seperti top angle dan high angle. Ini adalah salah satu gambar dari 12 gambar yang mewakili pengambilan gambar dengan jarak close up</p>
 <p>Gambar 1.5 Kumpulan Wanita Sedang Menyulam Sumber: Screenshot film, 2018 Timecode: 01.06-01.08</p>	<p>Pada gambar ini menjelaskan aktifitas sekelompok wanita di china yang sedang menyulam kain. Gambar ini memiliki pengambilan gambar group shot tanpa adanya pergerakan dan terlihat adanya perspektif pada adegan ini. Kecenderungan komposisi dengan keseimbangan tidak formal terlihat pada komposisi ini. Terdapat 8 adegan dengan kecenderungan pengambilan gambar group shot pada film ini.</p>
 <p>Gambar 1.6 Kuil di China Sumber: Screenshot film, 2018 Timecode: 00.33-00.36</p>	<p>Pada objek tempat pada gambar ini menunjukkan posisi kuil di china yang megah. Kecenderungan pengambilan gambar landscape pada adegan ini menggunakan jarak longshot/ wide shot dan pergerakan crabbing. Terdapat sekitar 3 adegan pada pengambilan gambar dengan kecenderungan jarak longshot dan 2 pergerakan crabbing. Komposisi yang terlihat pada film ini cenderung dinamis</p>

3.2. Features Stunning Stone Monuments of Petra Movement:




Dalam film ini stunning stone monuments, hampir keseluruhan pengambilan gambar terdapat pergerakan kameranya. Pergerakan kamera ini banyak di fungsikan untuk menunjukkan kawasan kawasan di daerah petra dengan jarak pengambilan gambar wide shot dan pergerakan kamera yang paling banyak dalam film ini yaitu pergerakan kamera panning. Bukan hanya itu dalam film ini terdapat juga beberapa pergerakan kamera seperti, track, titlt, zoom, crabbing. Film ini menggunakan Bahasa Inggris tanpa adanya bantuan text atau pun subtitle. Film ini menggunakan voice over dalam menjelaskan tentang monument di petra.

Identitas Program:

- A. Judul : Stunning Stone Monument of Petra
 B. Durasi Film : 2 menit 26 detik
 C. Aspek Rasio: 16:9 dengan resolusi 114p/1080p
 D. Channel : National Geographic
 E. Sutradara : -
 F. Editor: Curtis Tyler Belile

G. Produser : Bethany Jones

Tabel 1.2 Features Stunning Stone Monument of Petra

Movement	Analisis
 <p>Gambar 1.7 Bukit dan Pegunungan di Petra Sumber: Screenshot film, 2018 Timecode: 00.05-00.09</p>	<p>Pada objek di gambar ini terdapat pergerakan pan untuk menunjukkan landscape dari kawasan bukit dan pegunungan di sudut kota Jordan yaitu petra. Pada film ini umumnya terdapat sekitar 5 Pergerakan kamera panning, yang menunjukkan bentuk bentuk dari bangunan di petra. Namun ada juga di beberapa adegan dengan pergerakan kamera tilt dan track dalam menunjukkan bentuk bentuk bangunan dan tempat di petra</p>
 <p>Gambar 1.7 Bukit dan Pegunungan di Petra Sumber: Screenshot film, 2018 Timecode: 00.05-00.09</p>	<p>Pada adegan ini menjelaskan tentang seorang yang sedang tersenyum. Ini adalah salah satu contoh movement pada objek manusia dan mewakilkan 5 pergerakan kamera handheld. Pada objek manusia yang lainnya juga terdapat pergerakan kamera yang statis namun cenderungnya adalah pergerakan kamera handheld yang tidak terlalu terburu buru</p>
 <p>Gambar 1.8 Kawasan Ibu Kota Amman Sumber: Screenshot film, 2018 Timecode: 00.56-00.59</p>	<p>Pada objek tempat di gambar ini terdapat pergerakan kamera fly cam untuk menunjukkan sisi perkotaan di kawasan ibu kota amman. Ini adalah salah satu adegan dari 4 yang mewakili pergerakan kamera fly cam pada feature ini. Pergerakan kamera fly cam ini cenderung lambat dalam pergerakan kameranya dan tidak terlalu terburu-buru. Umumnya pergerakan kamera fly cam ini digunakan untuk menunjukkan kawasan dan tempat di petra</p>

Movement	Analisis
 <p>Gambar 1.10 Bentuk bangunan Kota Batu Petra Sumber: Screenshot film, 2018 Timecode: 00.12-00.20</p>	<p>Pada objek bangunan ini terlihat bentuk arsitektur dan bentuk bangunan yang terbuat dari batu. komposisi pada shot ini memiliki pengambilan gambar dengan jarak long shot pada objek utama yaitu bentuk bangunan dan adanya bebatuan diantara sisi-sisi frame. serta sudut low angle, dan pergerakan track in. kecenderungan komposisi dinamis terlihat pada objek bentuk bangunan ini yang umumnya memiliki pergerakan kamera</p>

	<p>Pada objek manusia pada gambar ini menjelaskan sekelompok orang sedang berjalan. Komposisi pada gambar ini memiliki Jarak pengambilan long shot, terlihat pada shot ini terdapat perspektif dengan sudut eye level dan adanya pergerakan kamera handheld. Umumnya komposisi pada objek manusia memiliki pengambilan gambar group shot dengan pergerakan kamera handheld</p>
<p>Gambar 1.11 Sekelompok orang berjalan Sumber: Screenshot film, 2018 Timecode:01.36-01.38</p>	
	<p>Pada objek tempat pada gambar ini terlihat kawasan bukit dan pegunungan di sudut kota Jordan yaitu petra. Komposisi pada pengambilan gambar ini memiliki komposisi simetris dengan pergerakan kamera fly cam yang cenderung tidak terlalu terburu-buru, dan jarak pengambilan gambar Wide shot guna untuk menunjukkan landscape dari kawasan kawasan di petra</p>
<p>Gambar 1.7 Bukit dan Pegunungan di Petra Sumber: Screenshot film, 2018 Timecode: 00.05-00.09</p>	

3.3 Features How Mosaic Glass Tiles Are Made Tentang Program:

Pada Features ini terdapat banyak sekali pergerakan kamera handheld. Pergerakan kamera ini menciptakan gambar terasa kasar, tidak halus dan arah pergerakan yang tidak jelas pada visual yang tercipta. Dan banyak juga jarak pengambilan gambar close up untuk menunjukkan detail dari proses bahkan hasil pembuatan ubin. Walaupun banyak pergerakan handheld, pada film ini juga terdapat pergerakan kamera seperti track, panning, crabbing, bahkan camera still, namun pergerakan kamera pada film ini terlalu terburu-buru dan begitu juga pergerakan pada objek yang ada pada film ini dibuat lebih cepat. Features ini tidak menggunakan voice over, melainkan menggunakan bantuan text untuk memperjelas proses pembuatan ubin, dan ditambahkan backsound.

Identitas Program:

- A. Judul : How Mosaic Glass Tiles Are Made
- B. Durasi Film : 3 menit 7 detik
- C. Aspek Rasio: 16:9 dengan resolusi 114p/1080p
- D. Channel : Insider
- E. Sutradara : -
- F. Editor: -
- G. Produser : -

The Concept of Chinese Film Works: According to the writers the concept of works that exist in this documentary are contained in many shots that take close up shots, by showing the details or patterns contained in objects with a simple level of complexity. Maybe this is one way to show that China has traditional wealth by having its own unique characteristics of their country. Not only that they show from the other traditional sides such as dance, clothing and jewelry used

4. Result

To understand the concept of packaging a program, the first step that must be understood is the identification of the topic and characteristics of the object. This understanding must first be explored so that the characteristics match. With this understanding and identification, objects will be more easily raised in a concept. This grouping and categorization makes it easier to determine the concepts in the program to be displayed, for example food categorization, design, handicraft and so forth. The concept is very important because it becomes the rationale to be broken down and elaborated in program design. The richness of the creative industry in Bandung has diversity and uniqueness which is a very potential material especially when it is packaged into social media. To present it, a re-understanding of short feature programs is needed, especially those related to social media.

To package topics related to the creative industry in the city of Bandung, concepts are needed related to the technical aspects. Not only in terms of conceptual but technical specifications that are applied must also meet the consumption tastes in social media. The concept of feature packaging not only includes light and informative content but one other important aspect is that it is interesting. Of course, to get these interesting shows, composition, movement and visual style are needed that have characteristics and characters that reflect the program in accordance with the needs of the concept of a short feature program. Of course by paying attention to these aspects attractive packaging for creative industry content on social media will be very easily accepted by the audience.

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